
From: Joelle Gore - NOAA Federal
To: Holsman, Marianne
CC: Psyk, Christine; Hall, Lynda; Ben Sherman - NOAA Federal; MacIntyre, Mark
Sent: 1/14/2015 3:55:31 PM
Subject: Re: Very Draft Press Release on OR CZARA -- My comments

Great, sounds good.

Sent from my iPhone

On Jan 14, 2015, at 3:31 PM, "Holsman, Marianne" <Holsman.Marianne@epa.gov> wrote:

As long as we are well coordinated/in sync with the state and other agencies and all agree that we'll do press and congressional briefings that Monday and Tuesday (so no one gets out in front on Friday), that makes sense to me.

From: Joelle Gore - NOAA Federal <joelle.gore@noaa.gov>
Sent: Wednesday, January 14, 2015 12:06 PM
To: Holsman, Marianne
Cc: Psyk, Christine; Hall, Lynda; Ben Sherman - NOAA Federal; MacIntyre, Mark
Subject: Re: Very Draft Press Release on OR CZARA -- My comments

Would love all of your advice on that.

The decision will be delivered by letter and Findings to the State on January 30...a Friday.

The FRN will likely be posted the next week (hopefully).

It might make sense to send the press release in between on that Monday/Tuesday, first week in February?

Thanks, J.

On Wed, Jan 14, 2015 at 2:45 PM, Holsman, Marianne <Holsman.Marianne@epa.gov> wrote:
Hi Folks:

Do we have a firm date to roll this decision out? Just wanting to know more precisely so we can work backwards and build in all the necessary coordination and briefings both internal and external.

Also, Mark MacIntyre, our senior press officer, is going to help us too, particularly with refining the press release, our key messages and media relations when the time comes. I've copied him on this message. Mark and I are scheduled to talk w/Ben in detail tomorrow morning.

Thanks all.

Marianne

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From: Joelle Gore - NOAA Federal [<mailto:joelle.gore@noaa.gov>]
Sent: Wednesday, January 14, 2015 11:36 AM

To: Psyk, Christine
Cc: Holsman, Marianne; Hall, Lynda; Ben Sherman - NOAA Federal
Subject: Re: Very Draft Press Release on OR CZARA -- My comments

Thanks Christine, I'm on the phone with Ben now and relayed the same "tone" desire, and acknowledged that we're not there yet.

Thanks in advance to Ben and Marianne for making this work, and for coordinating w the State.

Best, Joelle

Thanks for the comments,

Sent from my iPhone

On Jan 14, 2015, at 2:21 PM, "Psyk, Christine" <Psyk.Christine@epa.gov> wrote:

Marianne, I have reviewed the PR for the OR CZARA decision that NOAA sent our way. I made some significant proposed changes. I suspect this will need a few iterations to get to a sweet spot. My changes are aimed at softening the tone and the bureaucratic feel and foreshadowing a bit more this hope and prospect that the State will actually address the shortfalls needed to get to approval.

The idea is to coordinate the press and messaging with the State, but we need to get a clear signal from Dennis that that means actually sharing drafts of the press release.

Let me know if you have questions. Thanks.


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<Draft PR for OR CZARA Rollout--cpedits 1-14-2015.docx>

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